

May 5, 2009



Exercise is the Best Medicine

Governor Perdue Declares May As Exercise is Medicine Month in Georgia

ATLANTA--(BUSINESS WIRE)-- Governor Sonny Perdue signed a proclamation today recognizing May as Exercise is Medicine Month in Georgia. Exercise is Medicine is a national program, founded by the American College of Sports Medicine (ACSM) with The Coca-Cola Company, which encourages consumers to speak with their doctors about an appropriate level of exercise, plan their exercise regimen, track it and stick to it. ACSM, in partnership with Coca-Cola, calls on health care organizations and physicians, regardless of specialty, to review every patient's physical activity program during every comprehensive visit. If exercise is lacking in a patient's life, doctors are encouraged to write a prescription for physical activity.

"Exercise is Medicine Month highlights the importance of physical activity as an integral part of maintaining overall wellbeing," said Governor Perdue. "I am proud to sign the proclamation that encourages all citizens to participate in activities and observances relating to Exercise is Medicine Month, especially as it is supported by a local organization, The Coca-Cola Company."

The proclamation states that all citizens are encouraged to speak with their physicians about how physical activity and exercise may help treat or prevent numerous chronic conditions, such as hypertension, cardiac disease and diabetes. For someone in good health, the recommendation is 150 minutes of moderate physical activity a week, which can easily be achieved in 30 minutes of activity and 10 minutes of stretching five times a week.

"At Coca-Cola, we encourage our associates to stay active and we are excited that Exercise is Medicine Month is now a state-wide initiative that will reach all Georgia citizens," said Celeste Bottorff, Vice President, Living Well, Coca-Cola North America. "We understand how important it is to participate in regular physical activity and make informed choices, as calories consumed versus the number of calories expended remains the core of effective weight management."

Visit www.exerciseismedicinemonth.org to download a community toolkit, which explains how to spread the word about Exercise is Medicine Month in your community. This toolkit also includes My Exercise Plan, physical assessment tests and tools to start an effective exercise program.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages

at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com.

Source: The Coca-Cola Company